Content types 4: Minisites, ultimate guides

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Types of content you can create

- These two content types aim to provide everything you need to know about a specific topic

- **Minisites**

- The idea is to create an entirely separate website with its own functions and branding and you promote that by itself

- In the end, you create it to support your main company website, but it has its own domain

- Example: Hubspot's Website Grader - once people enter their email on this site, Hubspot uses it to promote their main site

- The main advantage of a minisite is that people don't get the feeling that you want to sell them something, like they would if you just created a new page or a blog post on your company website

- **Ultimate guides**

- When your audience needs more information than a listicle can provide, they might search for an ultimate guide on a topic

- Ultimate guides are supposed to include everything you can possibly need to know about something
- If you label your guide as “ultimate”, you have to deliver what you promise
- Figure out what ultimate guide would make the most sense for your audience
- After reading an ultimate guide, people will learn how to do something from A to Z, but they will also gain trust in the author of the guide, which might lead to future sales for you
- **In order to get the best results, you can combine all these content types**